

# The Assam Rising

Projecting the best of Northeast India everyday

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## Amrit Cement Celebrates New Year with Underprivileged Kids, Conducts Educational Tour with Support from Assam State Zoo.

**Guwahati, January 7:** Amrit Cement, the most promising cement brand of Northeast celebrated the first week of the year with the underprivileged children of that had come to Guwahati from various parts of Guwahati. As a part of a unique initiative started by Amrit Cement, over seventy children under the supervision of Childline Guwahati were invited to the Assam State Zoo cum Botanical Garden for a guided tour inside the zoo campus. The special guided tour was provided by the zoo officials and they took the children for a proper trek within the zoo campus and explained them about the special characteristics of the various animals and birds present at Assam State Zoo. The zoo officials dedicatedly explained the children the primary purposes of a zoo that includes conservation, research, education, breeding animals and birds of various species in captivity so that they do not become extinct. At the end of



the informative and entertaining tour the children were taken for a picnic where the Amrit Cement team had arranged to cook various recipes for the children. Recently, Amrit Cement had launched an innovative social campaign named as "Moi Hom Santa" tried to target not just the stereotypical "poor and homeless" that has often been targeted during

the various Christmas campaigns but slightly moved ahead to the often less spoken section that also included the transgender and the specially-abled children of our society. Mr Pradeep Bagla, Managing Director, Amrit Cement commenting on the initiative stated, "This New Year was special for us as we celebrated with the various underprivileged children of our society and provided them a fresh start of the year amidst nature with entertainment, information and recreation at the same time." "We are glad that through our special initiative we could bring smiles among these under privileged children at least for a single day." The zoo officials were also very happy to interact with the children and guide them through the trek inside Assam State Zoo. The officials hoped that more of such initiatives happen in the near future and Assam State Zoo cum Botanical Garden can also contribute generously to the underprivileged children of our society.